



Meeting Notice

Notice is hereby given that the Scottsdale Tourism Development Commission will meet at 8:00 a.m., Tuesday, April 20, 2004 at the City of Scottsdale, Pinnacle Conference Room, 7575 East Main Street, Scottsdale, Arizona.

Agenda
Scottsdale Tourism Development Commission
City of Scottsdale
Pinnacle Conference Room
7575 East Main Street, Scottsdale, Arizona
8:00 a.m. Tuesday, April 20, 2004

1. Call to Order

2. Roll Call

Margaret Dunn, Member
Jerry Gleason, Member
Tom Morrow, Chairman

Sally Shaffer, Member
Ned Sickie, Member

3. Approval of Minutes

The Commission will be asked to review the minutes from the March 16, 2004 meeting.
Commission action by motion is requested. (Attachment 1)

4. Bed-Tax Collection & Financial Reports

Kathy Carlisle O'Connor, Tourism Development Manager and Craig Clifford, Chief Financial Officer.

No Commission action required. (Attachment 2A and 2B)

5. Bed-Tax Designation Fund

Kathy Carlisle O'Connor, Tourism Development Manager and Craig Clifford, Chief Financial Officer.

The Commission will discuss designation of Bed Tax Fund Balance as part of future bed-tax budgets.

Commission action by motion is requested. Attachment No. 3

6. Taliesin West Project Update

Kathy Carlisle O'Connor, Tourism Development Manager

The Commission will hear an update from Jim Goulka, President & CEO of the Frank Lloyd Wright Foundation, regarding Taliesin West/Wright's Living Quarters project and the Wright Downtown store.

Information Item. No Commission action required.

7. Scottsdale Convention & Visitor's Bureau Update

The Commission will hear an update of SCVB activities

Rachel Sacco, President & CEO

Information Item. No Commission action required.

8. Scottsdale Convention & Visitor's Bureau FY 04/05 Destination Marketing Plan Proposal

The Commission will hear a presentation of the proposed FY04-05 Destination Marketing Plan and budget.

Rachel Sacco, President & CEO

Commission action by motion is requested. Attachment No. 4

9. **Event Funding Program Revisions**
Kathy Carlisle O'Connor, Tourism Development Manager
The Commission will continue discussion of revisions to the event-funding program.
Study/Action item. Attachment No. 5
10. **ADMINISTRATOR'S REPORT**
Kathy O'Connor, Tourism Development Manager
Information item. No Commission action required. Attachment No. 6
11. **UPCOMING EVENTS AND COMMISSION BUSINESS**
The next regularly scheduled meeting will take place, Tuesday, May 18, 2004
12. **PUBLIC COMMENTS**
13. **ADJOURNMENT**